

# EXECUTIVE SUMMARY

1.The quantity of movies produced has been decreasing throughout the years. The majority of the movies were made in the month of March, with September and October trailing closely behind.

2. Drama was the most popular genre, with 4285 movies and an average runtime of 106.7 minutes. RSVP Movies can concentrate on this genre in the future. The genres of comedy and thriller have also shown promise.

3. The majority of the movies received ratings ranging from 6 to 8 on a median rating scale. Aiming for an 8+ on a median rating will boost the likelihood of a blockbuster hit.

4.Dream Warrior Pictures and National Theatre Live have both produced the most successful movies. RSVP Movies might consider collaborating with one of these production companies for their future project.

5.Based on median rating, Mammooty and Mohanlal are the top actors with highest number of ratings. Star Cinema and Twentieth Century Fox are also strong possibilities due to their large quantity of multilingual movies, as the movie is largely aimed at Indian audiences.

6. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Tapsee Pannu can be chosen as the actress.

7. Based on highest number votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be chosen for the upcoming project.

8. Top directors observed from the analysis are James Mangold, Joe Russo and Soubin Shahir. They can be hired as the director for the next project.